

# Home Energy Report Program

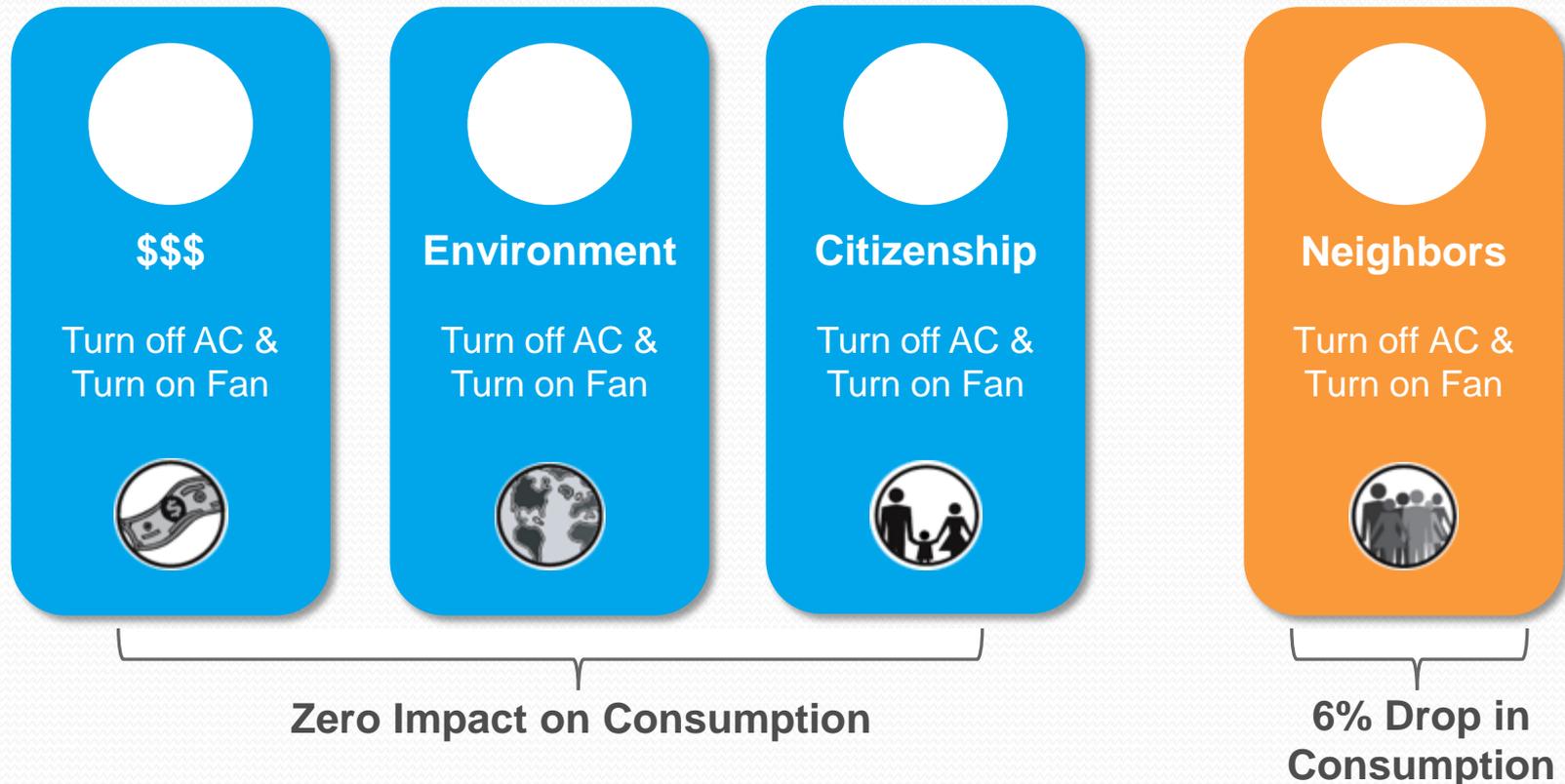
Presented to the Energy Efficiency & Sustainable Energy Board  
by Liberty Utilities and PSNH  
October 16, 2014



**WHEN NEW HAMPSHIRE SAVES, *we all win.***

# Opower: Behavioral science is at the core of our company

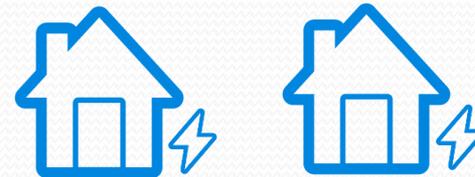
**Behavioral Science:** A scientific discipline in which the actions and reactions of people are studied through observational and experimental methods.



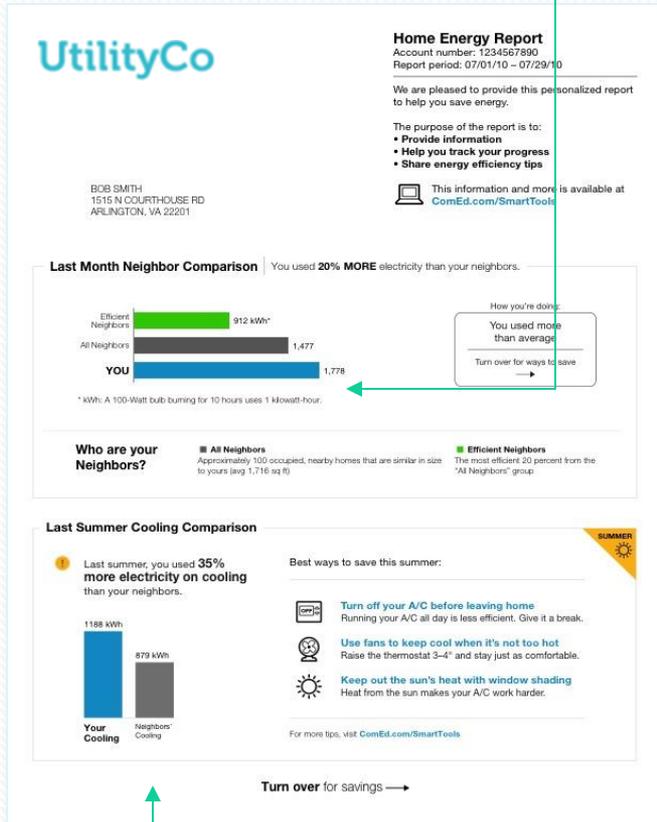
# How the comparison works

## » We Exclude Homes That:

- ❖ Are not the same Home Type
- ❖ Use a different Heating Fuel
- ❖ Are not of Similar Size
- ❖ Are Far Away
- ❖ Are Vacant



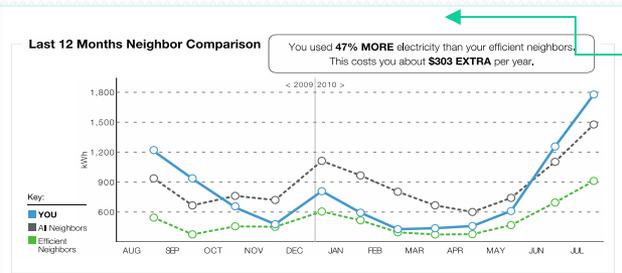
# The Home Energy Report



## Analytics

Personalized, actionable insights

**Normative Messaging**  
 Similar house benchmarking clarifies opportunity and motivates action



## Loss Language

More impactful than prospect of gaining money

**Your Personalized Plan**  
 Customized based on your profile: Homeowner, High Cooling Use, 1716 Sq Ft, Home all day  
 Update your profile online.

	<b>Adjust your thermostat</b> To 72 degrees when you're at home To 76 degrees when you're away <b>Top 20 most popular in your area</b>	Save up to <b>\$165/year</b>	<input checked="" type="checkbox"/>
	<b>Fix gaps around windows and doors</b> Next steps: Buy sealant at your local hardware store	Save up to <b>\$310/year</b>	<input checked="" type="checkbox"/>
	<b>Maintain your air conditioner yearly</b> Next steps: Change your AC filter Clean the coils and nearby areas Comb the coil fins	Save up to <b>\$20/year</b>	<input checked="" type="checkbox"/>

Update your plan at [ComEd.com/energyReport](http://ComEd.com/energyReport)

How many can you check off?

## Peer proof

More credible than traditional marketing

# PSNH's Home Energy Report Pilot Program

# Primary Objectives

**Program Effectiveness**

- ❖ **To measure the program effectiveness on...**
  - ❖ energy savings
  - ❖ enrollment in other energy efficiency programs
  - ❖ customer satisfaction (do they like the program?)

**Successful Messaging**

- ❖ **To test the effect of messaging on energy savings**

**Scalable Results**

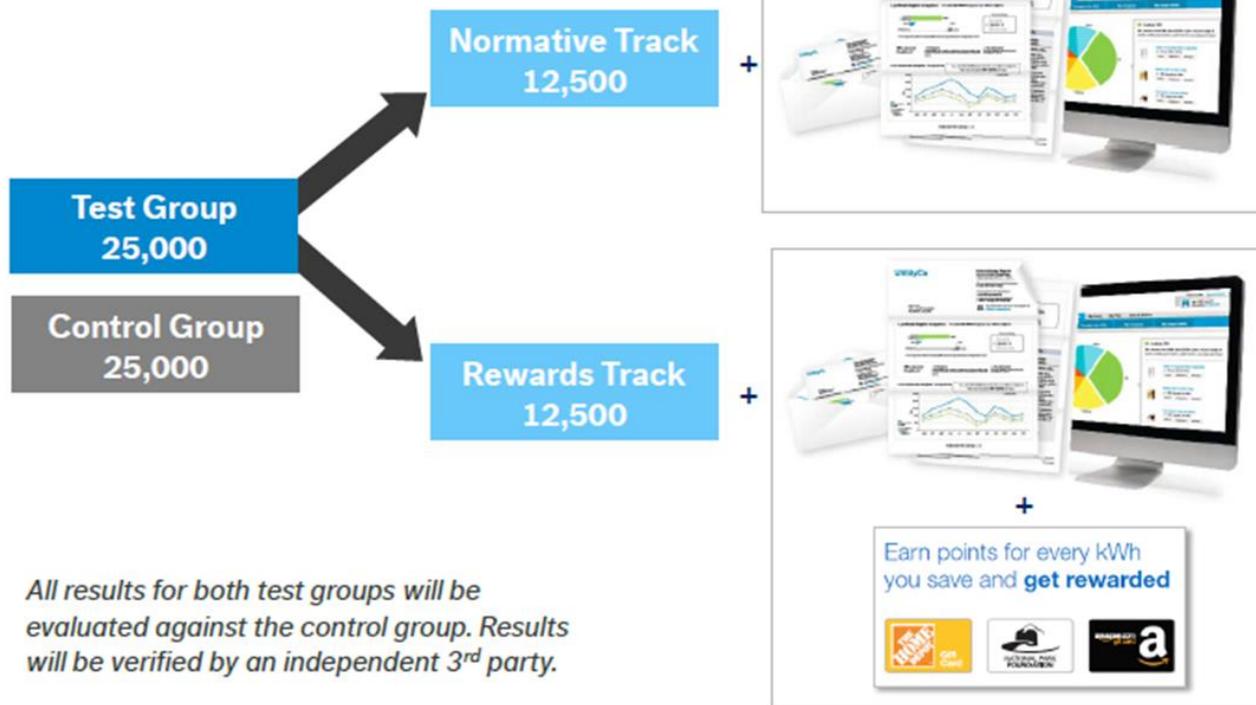
- ❖ **To design the pilot program so energy savings and costs are scalable to the residential population**

**Cost Effectiveness**

- ❖ **To implement a cost effective program**

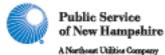
# Pilot Program Design

25,000 HH pilot, split into a normative track and a rewards track



*All results for both test groups will be evaluated against the control group. Results will be verified by an independent 3<sup>rd</sup> party.*

# Program Introduction



P.O. Box 330  
Manchester, NH 03106-0330

<Month xx, xxxx>

BOB SMITH  
1234 MAIN STREET  
CITY, ST XXXXXX

Dear <fullname>:

At Public Service of New Hampshire, we are committed to helping you become more energy efficient. That's why we are launching the Home Energy Report Program. As our valued customer, you've been selected to participate in this new program, designed to help you make more informed decisions about your home's energy consumption so you can save energy and money.

In your reports, you will find:

- **Your neighbor comparison:** See your current energy use compared to your neighbors'.
- **Your energy use patterns:** See how your energy use changes over time.
- **Personalized energy efficiency tips:** Review tips chosen specifically for you.
- **Access to online tools:** Visit [www.psnhenergyreports.com](http://www.psnhenergyreports.com) for more energy saving tools.

We hope your Home Energy Report will help you save money by enabling you to make informed choices about the energy you use. Thank you for your participation.

Sincerely,

Public Service of New Hampshire

Help us make this program more valuable to you by completing the short survey and returning it in the enclosed, pre-paid return envelope. (This envelope is for survey responses only. Payments sent in this envelope cannot be processed.)

DETACH HERE →

1. What energy efficiency information would you like to see included in future reports? (Select all that apply.)

- a. Easy ways that I can save around the house
- b. Energy saving investment recommendations
- c. Energy efficiency programs that PSNH offers to help me save energy and money
- d. Other: \_\_\_\_\_

2. To ensure that this personalized report provides you with the most accurate information possible, please confirm the approximate square footage of your home:

\_\_\_\_\_ square feet

3. Enter your email address below if you would like to receive additional energy and money saving tips by email:

\_\_\_\_\_ @ \_\_\_\_\_ . \_\_\_\_\_

If you do not wish to receive additional free reports with updates on your energy use and money saving tips, please call (866) 658-0775 today.

XXXXX

Note: It will take approximately 4-6 weeks to process your response. The enclosed envelope is for survey responses only. Payments sent in this envelope cannot be processed.

PSNH\_0004\_WELCOME\_NORM



## Introducing your Home Energy Report

### Frequently Asked Questions

#### Why am I receiving these reports?

You are among a group of randomly selected Public Service of New Hampshire customers included in the Home Energy Report Program, designed to help you save energy and money.

#### Is my information protected?

We only use your information to provide useful insights about your energy use. Your information is compiled anonymously and not shared with any of your neighbors. Only you can see your personal data.

#### Can I find this information and more online?

Visit [www.psnhenergyreports.com](http://www.psnhenergyreports.com) to find out what your neighbors are doing to save, create a personal savings plan, sign up to receive email reports, and more. Here are three simple steps to get started:

1. Locate your account number in the upper-right corner of your report.
2. Log in at [www.psnhenergyreports.com](http://www.psnhenergyreports.com) using your full name and account number exactly as it appears on your report.
3. Explore the site to start saving energy and money.



Learn more at  
[www.psnhenergyreports.com](http://www.psnhenergyreports.com)

### Learn more about your energy use and how to save

#### See how you compare

Find out if you're using more or less energy than approximately 100 similar homes in your area based on:

- Home size
- Home type
- Heating source

#### Learn how to save more

Find energy saving tips, personalized for you. To make this custom advice even better, visit [www.psnhenergyreports.com](http://www.psnhenergyreports.com) and update your home's information under "My Account"

PSNH\_0004\_WELCOME\_NORM

# Neighbor Comparison Report ("Normative")



**Public Service of New Hampshire**  
A Northeast Utilities Company

P.O. Box 330  
Manchester, NH 03105-0330

### Home Energy Report

Account number: [REDACTED]  
Report period: 05/23/14-08/22/14

This report gives you context on your energy use to help you make smart energy saving decisions. For a full list of energy saving products and services for purchase, including rebates from Public Service of New Hampshire, visit:

[psnh.com/savings](http://psnh.com/savings)

**Last 3 Months Neighbor Comparison** | You used 35% more electricity than your neighbors.

Category	kWh
Efficient Neighbors	1,441 kWh*
All Neighbors	2,354
<b>YOU</b>	<b>3,170</b>

\* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

How you're doing:

**You used more than average**

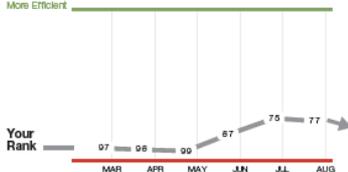
Turn over for ways to save →

**Who are your Neighbors?**

- All Neighbors: Approximately 100 occupied, nearby homes
- Efficient Neighbors: The most efficient 20 percent from the "All Neighbors" group

**Neighbor Efficiency Rank**

More Efficient ↑



**Your rank is declining.**

Your rank: **# 77**

Out of 100 neighbors #1 is the most efficient

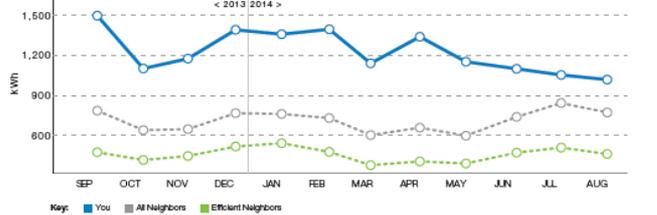
Your rank is calculated each bill period. See the Neighbor Comparison section for details about your neighbors.

Looking for ways to improve? [www.psnh.com/savings](http://www.psnh.com/savings)

Turn over for savings →

### Last 12 Months Neighbor Comparison

You used 72% more electricity than your neighbors. This costs you about \$1,022 extra per year.



Key: You (Blue), All Neighbors (Grey), Efficient Neighbors (Green)

You used 72% more electricity than your neighbors. This costs you about \$1,022 extra per year.

**Personalized tips** | For a complete list of energy saving investments and smart purchases, visit [psnh.com/savings](http://psnh.com/savings).

**Quick Fix**  
Something you can do right now

Turn your water heater off or down when you're away

Water heating is one of the biggest energy users in a typical home. A standard water heater uses energy to keep hot water available in its tank at all times.

If you plan to be away from home for three or more days, turn the water heater's thermostat down to the lowest setting. If you have an electric water heater, turn the unit off.

When you return, restore your water heater to the normal temperature — 120°F is sufficient for most homes.

**Smart Purchase**  
An affordable way to save more

Use and switch off power strips

Many electronics continue to draw power even when they are turned off. These "vampire devices" waste electricity throughout the day.

Plug devices into power strips and turn the strips off when they're not in use to stop drawing unnecessary energy.

Look for a **\$10 mail-in rebate** coupon when you buy a new advanced power strip. Learn more at [psnh.com/homeappliances](http://psnh.com/homeappliances).

**Great Investment**  
A big idea for long-term savings

Choose an efficient television

Some large flat-screen televisions use more energy than a refrigerator.

When shopping for a new television, look for the ENERGY STAR® label. Qualified TVs are, on average, over 25% more energy efficient than similar non-labeled models — without sacrificing picture quality. An LCD TV with an LED backlight is usually the most efficient option.

Before moving your old TV to another room, consider its energy costs — recycling it may be a better option.

SAVE UP TO **\$15** FOR FOUR WEEKS OF VACATION

SAVE UP TO **\$90** PER YEAR

SAVE UP TO **\$60** PER YEAR



Public Service of New Hampshire  
A Northeast Utilities Company

runs on OP@WER®

Questions? Want to opt-out of reports? | (866) 658-0775 | [psnhenergyreports@nu.com](mailto:psnhenergyreports@nu.com)  
Printed on 100% post-consumer recycled paper using water-based inks.



# Program Website

Public Service of New Hampshire  
A Northeast Utilities Company

Home My Energy Use My Plan Ways to Save Rewards

My usage details What uses most Compare my bills My goal

Great job, you did better than your goal!

Behind On track

Goal Progress

Your usage: Feb 1 - Jun 30 **863 kWh**

You are on track to use less than **1,068 kWh.**

Home My Energy Use My Plan Ways to Save Rewards

My usage details What uses most Compare my bills My goal

Click a section for more information.

**Top 5 tips for your home**

[Use and switch off power strips](#)  
247 people do this  
Added to your plan Undo

Edit Answers

Public Service of New Hampshire  
A Northeast Utilities Company

Home My Energy Use My Plan Ways to Save Rewards

Ways to Save

By Type

- Cooling (7)
- Hot water (2)
- Lighting (8)
- Appliances (13)
- Other (12)

By Cost

- Free (17)
- Smart purchases (16)
- Great investments (9)
- Rebates (8)

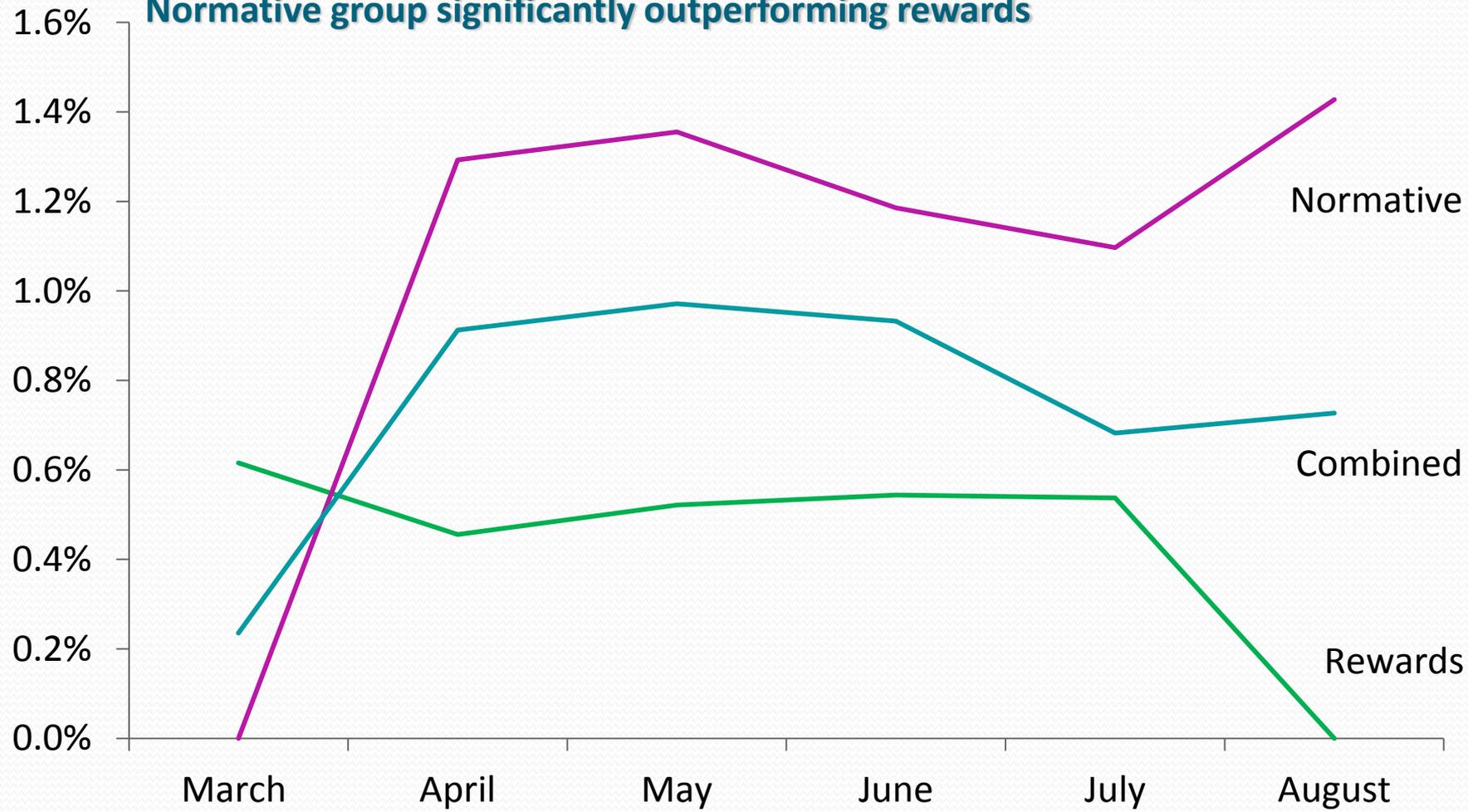
Free tips to reduce your use

Sort by: Relevant to my home

- [Be smart about dishwashing](#)  
151 people do this  
Added to your plan Undo
- [Set your refrigerator's temperature to 38°F](#)  
89 people do this  
I'll do it Already do it No thanks
- [Unplug electronics when they're not in use](#)  
204 people do this  
I'll do it Already do it No thanks
- [Power down your cable or DVR box when it's not in use](#)  
127 people do this  
I'll do it Already do it No thanks
- [Clean your refrigerator coils](#)  
108 people do this  
I'll do it Already do it No thanks
- [Turn off lights when not needed](#)  
286 people do this  
Added to your plan Undo

# Initial Results

Normative group significantly outperforming rewards



# Initial Results

- ❖ Total savings of over 700,000 kWh since mid-February 2014 implementation
- ❖ Participant opt-out rate trending below Opower average
- ❖ Amazon and Habitat for Humanity rewards are popular
- ❖ Normative participants' website engagement deeper than rewards participants





# Liberty Utilities - Gas

## Home Energy Report Pilot Program

# Pilot Program Design

## Paper Home Energy Reports (HER)

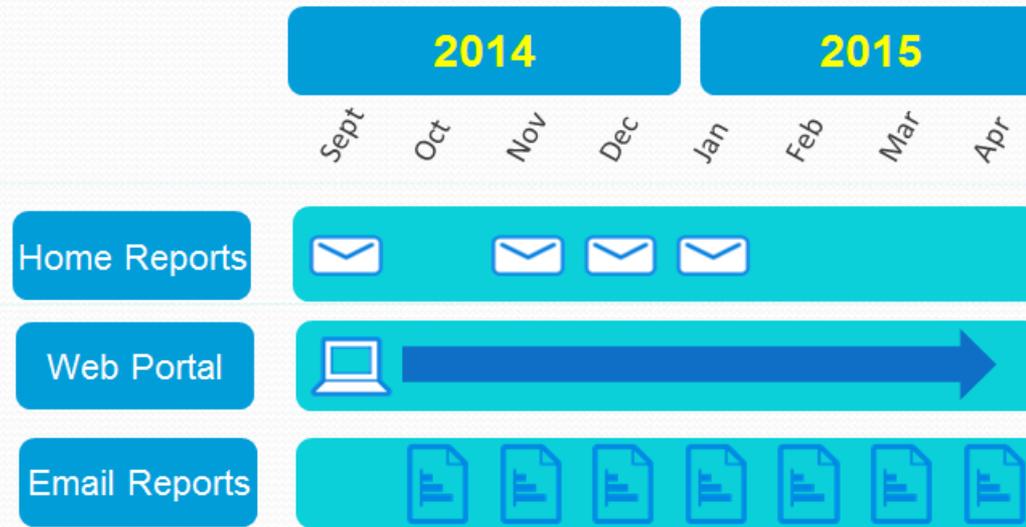
- 25,000 recipients
- Mailed bi-monthly to monthly
- Selection criteria: most likely to save

## Web Portal

- Available to all 25,000 customers

## Email Reports

- Up to 25,000 with email addresses
- Condensed version of paper reports



# Program Introduction



## Your Personal Information

We only use your information to provide useful insights about your gas use. Your information is compiled anonymously and not shared with any of your neighbors. Only you can see your personal data.

## Say hello to your first Home Energy Report.

Learn about your home's gas use, see how you compare to your neighbors, and learn ways to save money.



1-800-833-4200

customerserviceNH@libertyutilities.com

Printed on 10% post-consumer recycled paper.



## Introducing your Home Energy Report

This report and others to come are part of a program designed to help you save energy and money. Millions of households are already enrolled in similar report programs nationwide. Collectively, these programs have saved hundreds of millions of dollars. If you're ready to start saving on your gas bill, this program is for you.



## About the Program

### Neighbor Comparison

In your reports, you can see your current gas use compared to approximately 100 nearby, occupied homes with similar characteristics — such as square footage and heating system. These homes represent your neighbors, but do not necessarily include the homes on your block or in your immediate neighborhood. These comparisons, along with personalized energy saving tips, can help you better understand how you use gas.

### Your Home Information

The comparisons and tips in your reports are personalized for you by using publicly available information about your home size, home type, and other characteristics. To make your custom analysis and advice even better, you can go online to [lunh.opower.com](http://lunh.opower.com) and update your home information under "My Account."

## Your Online Tools

### Get More Insights Online

Visit [lunh.opower.com](http://lunh.opower.com) to find out what your neighbors are doing to save, create a personal savings plan, sign up to receive email reports, and more. Here are three simple steps to get started:

1. Locate your account number at the upper right corner of your report.
2. Log in to the website using your account number as it appears on your report.
3. Explore the site to start saving energy and money.

Visit [lunh.opower.com](http://lunh.opower.com)

# Home Energy Report



Liberty Utilities - Efficiency  
PO Box 1380  
Londonbury, NH 03063-1380

Liberty Utilities  
Sample Customer

## Home Energy Report

Account number: 4122520  
Report period: 06/12/14-08/11/14

This report gives you context on your energy use to help you make smart energy saving decisions. For a full list of energy saving products and services for purchase, including rebates from Liberty Utilities, visit:

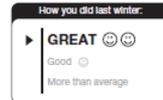
[www.libertyutilities.com/efficiency](http://www.libertyutilities.com/efficiency)

### Last Winter Comparison

You used **33% less** natural gas than your efficient neighbors.  
Your usage last winter: Dec '13-Mar '14



\* CCF: Standard unit of measuring heat energy



### Who are your Neighbors?

**All Neighbors:** Approximately 100 occupied nearby homes that are similar in size to yours (avg 1,003 sq ft) and have gas heat.

**Efficient Neighbors:** The most efficient 20 percent from the "All Neighbors" group

## Did you know?

Gas customers, like you, typically use much more energy in the winter months.

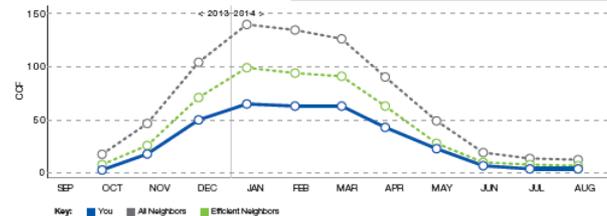
The information in this report is meant to help you prepare for winter and avoid a drastic or unexpected spike in your gas use (and your bills).

- Look above** to see how much gas you used last year in the Last Winter Comparison graph
- Flip the page over** for expert-recommended actions you can take right now in Personalized Tips

Turn over for savings →

### Last 12 Months Neighbor Comparison

You used **55% less** natural gas than your neighbors.  
This saves you about **\$683** per year.



Personalized tips | For a complete list of energy saving investments and smart purchases, visit [lunh.opower.com](http://lunh.opower.com).

#### Quick Fix

Something you can do right now

**Reduce your water heater's temperature**  
Lowering your water heater's temperature from 140°F to 120°F can reduce water heating costs by up to 10%. This temperature will also help prevent scalding.

Check the owner's manual for safety instructions before making any changes to your water heater's settings.

After lowering the temperature on the water heater, use a thermometer to check the temperature of water flowing from your faucets.

SAVE UP TO  
**\$70** PER YEAR

#### Smart Purchase

An affordable way to save more

**Weatherstrip windows and doors**  
Windows and doors can be responsible for up to 25% of heat loss in winter for a typical home.

If you're comfortable doing the task yourself, you can weatherize your home in just a few hours. Seal windows for about \$1 each with rope caulk, or install more permanent weatherstripping for \$8-\$10 per window. Also, install sweeps at the bottom of exterior doors.

A professional can help you with this work if you prefer.

SAVE UP TO  
**\$430** PER YEAR

#### Great Investment

A big idea for long-term savings

**Maintain your heating and cooling systems**  
Periodic maintenance of your heating and cooling systems will improve their efficiency and extend their lives. You should hire a qualified contractor to perform the service in advance of the high-use summer and winter seasons.

The service call will involve a general tune-up, inspection, and cleaning.

Keep in mind, the longer you put off service, the less efficient each system becomes and the more money you'll spend running them.

SAVE UP TO  
**\$285** PER YEAR



RUNS ON OP@WER®

[lunh.opower.com](http://lunh.opower.com) | Questions? Want to opt-out of reports? | 1-800-933-4200 | [customerserviceNH@libertyutilities.com](mailto:customerserviceNH@libertyutilities.com)  
Printed on 100% post-consumer recycled paper using water-based inks. \*Report provided for information purposes only. No warranties are made with respect to any information contained herein. Actual savings may vary. Terms and conditions may apply and will vary according to the program offered. Programs, rebates and incentives are subject to change without notice. © 2014 Opower

# Program Website

**Liberty Utilities**

Home My Energy Use My Plan Ways to Save

Welcome

How you're doing: Jul 12–Aug 11  
You used 43% less than your efficient neighbors

You: 4 CCF  
Efficient neighbors: 7 CCF  
All neighbors: [Bar]

Who are my neighbors?

Steps you can take right now

- [Install efficient showerheads](#)
 I'll do it  Already do it  No thanks
- [Wash clothes with cold water](#)
 I'll do it  Already do it  No thanks

**Liberty Utilities**

Home My Energy Use My Plan Ways to Save

My usage details What uses most Compare my bills My goal

My Energy Use  
Fuel type: natural gas

Sep 2013 – Jul 2014  
My usage & weather

Month	Usage (CCF)	Weather (°F)
Sep	0	57
Oct	16	45
Nov	40	32
Dec	65	18
Jan	65	23
Feb	65	22
Mar	40	33
Apr	16	49
May	0	60
Jun	0	69

Neighborhoods Usage Costs Weather

**Liberty Utilities**

Home My Energy Use My Plan Ways to Save

My usage details What uses most Compare my bills My goal

What Uses Most

Click a section for more information.

**62% Heating**

Edit Answers

**Top 5 tips for your home**

- [Get a home energy assessment](#)
 I'll do it  Already do it  No thanks
- [Improve your home's insulation](#)
 I'll do it  Already do it  No thanks
- [Program your thermostat](#)
 I'll do it  Already do it  No thanks
- [Seal air leaks](#)
 I'll do it  Already do it  No thanks
- [Adjust your thermostat a few degrees](#)
 I'll do it  Already do it  No thanks



# Questions?